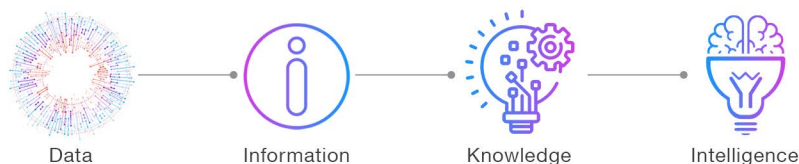# DATA
AS A SERVICE

WHAT IS DaaS?

- Making high latency Data available for downstream enterprise applications has become the enabling technology for many of the recent advances and innovations
- Accounting for the large volumes of data produced these days, the need for scalable solutions to extract actionable information out of them becomes paramount
- DaaS helps make data accessible to users by transitioning it from

Data → Information → Knowledge → Intelligence

BENEFITS

65% client-facing marketers feel that Data as a Service is key for improving Customer Experience (CX)

DaaS can help operationalize data for companies constrained by lack of infrastructure (56%), expertise (46%), and buy-in from the board (37%)

On-demand and near real-time data integration and aggregation based on defined use cases

DaaS ELEMENTS

- Data provisioning for defined and finite use cases on-demand
- Digest the information available to companies, then analyze and visualize data centric insights
- Create a healthy combination of Strategy, Data Structure and Data Science to make datasets understandable and actionable
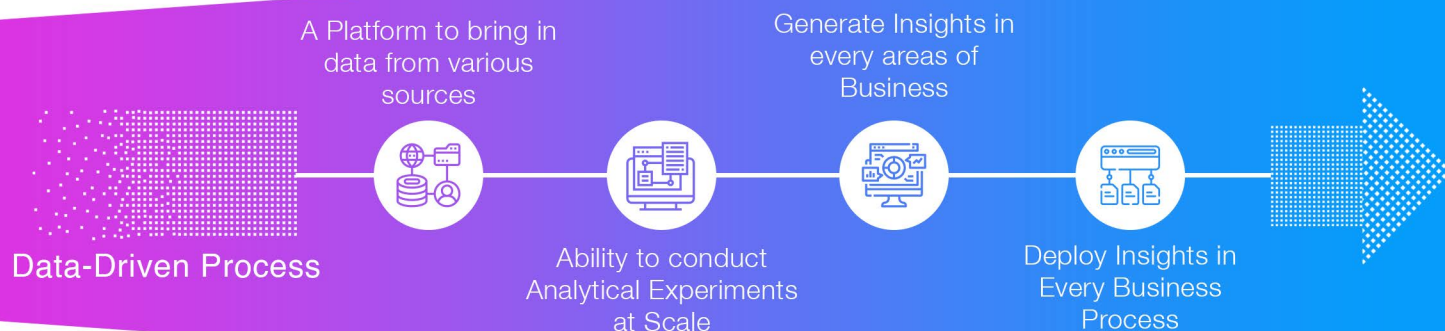
FUTURE OF DaaS

Businesses today are concerned about

- Being left behind the technology and competitive curve
- Complexities and challenges of handling data management in-house
- Growing need for Business consumption of Enterprise Data, Centralized Data governance and security management, Business Self Service, Data marketplace, etc.

This has increasingly created favorable conditions for the emergence and adoption of DaaS models.

DATA DRIVEN CULTURE

A Platform to bring in data from various sources

Generate Insights in every areas of Business

Data-Driven Process

Ability to conduct Analytical Experiments at Scale

Deploy Insights in Every Business Process

denodo

DATA VIRTUALIZATION IN DaaS

Data Variety & Velocity
Integration across multiple sources, including big-data sources, cloud sources, and other high-volume sources, in near real-time virtualization

High Latency Integration
Improved efficiency and efficacy of downstream application by leveraging high latency data integration

Data Governance & Security
Data virtualization enables companies to easily implement enterprise-wide rules for establishing the veracity and authority of all sources, in addition to the security of those who are accessing them
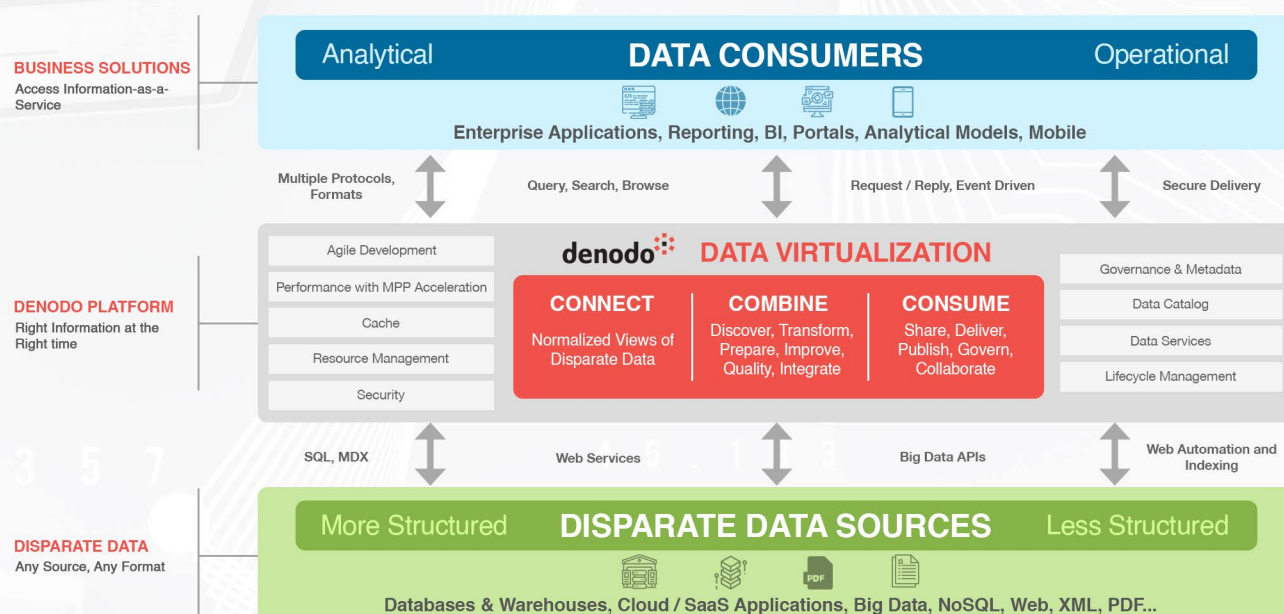
Data Silos
Data virtualization provides a view of the data from various silos without replication, enabling economic benefits and preventing version control issues

Analytics
By integrating views in near real-time across various data siloes, data virtualization can deliver calculated views rapidly

ARCHITECTURE

BUSINESS SOLUTIONS
Access Information-as-a-Service

Analytical | **DATA CONSUMERS** | Operational

Enterprise Applications, Reporting, BI, Portals, Analytical Models, Mobile

Multiple Protocols, Formats | Query, Search, Browse | Request / Reply, Event Driven | Secure Delivery

DENODO PLATFORM
Right Information at the Right time

denodo **DATA VIRTUALIZATION**

- Agile Development
- Performance with MPP Acceleration
- Cache
- Resource Management
- Security

CONNECT
Normalized Views of Disparate Data

COMBINE
Discover, Transform, Prepare, Improve, Quality, Integrate

CONSUME
Share, Deliver, Publish, Govern, Collaborate

- Governance & Metadata
- Data Catalog
- Data Services
- Lifecycle Management

SQL, MDX | Web Services | Big Data APIs | Web Automation and Indexing

DISPARATE DATA
Any Source, Any Format

More Structured | **DISPARATE DATA SOURCES** | Less Structured

Databases & Warehouses, Cloud / SaaS Applications, Big Data, NoSQL, Web, XML, PDF...

IMPLEMENTATION ACTIVITIES

- **Source** - Identify, collect, curate, manage data that is required for various type of analysis
- **Extraction** - Ability to analyze data and conduct data experiments at will against any volume, variety and velocity of data
- **Transformation** - Business insights generated based on the Information created and shared across the enterprise to improve the quality of decision-making process
- **Storage** - Tactical, operational and strategic storage of data based on insights derived from the data and embedded in the business processes
- **Reports** - Augmenting every business action executed, by data-driven decisions, that are timely, relevant, contextual and personalized. Every data-driven action is continuously improved, based on new insights
- **Governance** - Make robust governance the 'the way things are done', so confidence and adoption can be built across the organisation